



WXYZ

ORDER

Print Date 08/29/12

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Flight Dates **10/15/12-10/21/12**

Contract / Revision **308927 /**

Original Date / Revision
08/23/12 08/23/12

Advertiser **Protect MI Vote**

Agency **Target Enterprises**

Buying Contact

**16501 Ventura Boulevard - Suite #5
Encino, CA 91436**

Product

Protect MI Vote No on Gaming Ex

Agency Com 15%

Billing Contact

**16501 Ventura Boulevard - Suite #5
Encino, CA 91436**

Sales Office WXYZN

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **251**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS Ballot

Product Codes PL

Priority P-4

Advertiser Ref

Primary Account Executive
Steve Kopicki

Account Executive	Order%	Start Date	End Date
Steve Kopicki	100%		

Order Share 35% Market Value 364571

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	65%	236971
WADL	%	0
WDIV	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	79	\$108,460.00	\$127,600.00	0.00
Totals	79	\$108,460.00	\$127,600.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/21/12	79	\$108,460.00	\$127,600.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WXYZ	10/15/12	10/21/12	5am News M-F 5am News M-F	CM	5-6am M-F	MTWTF--	:30	5	\$700.00	P-4	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	MTWTF--			5		\$700.00		0.00				
E 2	WXYZ	10/15/12	10/21/12	6am News M-F Action News 6am	CM	6-7am M-F	MTWTF--	:30	5	\$1,500.00	P-4	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	MTWTF--			5		\$1,500.00		0.00				
E 3	WXYZ	10/15/12	10/21/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	MTWTF--	:30	10	\$1,600.00	P-4	0.00	NM	10	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



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Contract / Revision **308927** Flight Dates **10/15/12-10/21/12**

Hiatus Dates

Original Date / Revision 08/23/12/ 08/23/12

Order Sep 00:20:00

Advertiser **Protect MI Vote**

Product **Protect MI Vote No on Gami** Estimate # **251**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WXYZ	10/15/12	10/21/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	MTWTF--	:30	10	\$1,600.00	P-4	0.00	NM	10	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTWTF--	10		\$1,600.00		0.00						
E 4	WXYZ	10/15/12	10/21/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	MTWTF--	:30	5	\$800.00	P-4	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTWTF--	5		\$800.00		0.00						
E 5	WXYZ	10/15/12	10/21/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	MTWTF--	:30	5	\$800.00	P-4	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTWTF--	5		\$800.00		0.00						
E 6	WXYZ	10/15/12	10/21/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	MTWTF--	:30	5	\$1,000.00	P-4	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTWTF--	5		\$1,000.00		0.00						
E 7	WXYZ	10/15/12	10/21/12	12-1pm M-F 12-1pm	CM	12-1pm	MTWTF--	:30	5	\$1,000.00	P-4	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTWTF--	5		\$1,000.00		0.00						
E 8	WXYZ	10/15/12	10/21/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	MTWTF--	:30	5	\$1,200.00	P-4	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTWTF--	5		\$1,200.00		0.00						
E 9	WXYZ	10/15/12	10/21/12	5p News 5-6pm M-F	CM	5-6pm M-F	MTWTF--	:30	5	\$1,800.00	P-4	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTWTF--	5		\$1,800.00		0.00						
E 10	WXYZ	10/15/12	10/21/12	6p News 6-630pm M-F	CM	6-630pm M-F	MTWTF--	:30	5	\$2,000.00	P-4	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTWTF--	5		\$2,000.00		0.00						
E 11	WXYZ	10/15/12	10/21/12	7p News Sports Sponso M-F 7-730p	CM	7-730pm M-F	MTWTF--	:30	5	\$2,000.00	P-4	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTWTF--	5		\$2,000.00		0.00						
E 12	WXYZ	10/15/12	10/21/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	MTWTF--	:30	5	\$2,500.00	P-4	0.00	NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTWTF--	5		\$2,500.00		0.00						
E 13	WXYZ	10/19/12	10/19/12	Friday Prime C Friday Prime C	CM	10-11pm Friday	----F--	:30	1	\$5,000.00	P-4	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$5,000.00		0.00						
E 14	WXYZ	10/15/12	10/21/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	MTWTFSS	:30	6	\$4,000.00	P-4	0.00	NM	6	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTWTFSS	6		\$4,000.00		0.00						
E 15	WXYZ	10/15/12	10/21/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



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Contract / Revision **308927** Flight Dates **10/15/12-10/21/12**

Hiatus Dates

Original Date / Revision 08/23/12/ 08/23/12

Order Sep 00:20:00

Advertiser **Protect MI Vote**

Product **Protect MI Vote No on Gami** Estimate # **251**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 15	WXYZ	10/15/12	10/21/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1				\$500.00		0.00			
E 16	WXYZ	10/15/12	10/21/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$900.00	P-4	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1				\$900.00		0.00			
E 17	WXYZ	10/15/12	10/21/12	Action News SUN 6am Action News SUN 6am	CM	SUN 6-7am	-----S	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$500.00		0.00			
E 18	WXYZ	10/15/12	10/21/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$900.00	P-4	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$900.00		0.00			
E 19	WXYZ	10/15/12	10/21/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$900.00	P-4	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$900.00		0.00			
E 20	WXYZ	10/15/12	10/21/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$1,400.00	P-4	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$1,400.00		0.00			
E 21	WXYZ	10/15/12	10/21/12	Sports Update 1130-12n SU 1130p-12a	CM	1130pm-12am	-----S	:30	1	\$1,000.00	P-4	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$1,000.00		0.00			
Totals														79	\$127,600.00